

## ABSTRACT

*Social media provides an open space for consumers to voice their experiences or reactions to a product. Experiential marketing is a marketing approach that provides customers with unique emotional experiences. One revolutionary campaign is the Pantene Bye advertising campaign #RambutCapek Hello #RambutKeCharged that tries to reach consumers with content that touches the emotional side of consumers. The comments given by consumers are quite diverse and then grouped into five emotions consisting of positive sentiment emotions (joy and surprise) and negative sentiment emotions (sadness, fear and anger). However, such large data requires its own methods of processing. Therefore, text mining is needed in analyzing text or comments to see user emotions. This text mining method will be implemented in emotion detection which can at the same time produce sentiment analysis.*

*This study aims to analyze YouTube users' comments on Pantene Bye's advertising experiential marketing #RambutCapek Hello #RambutKeCharged. It aims to find out consumer emotions that can be detected through advertising comments, interpret each emotion in the results of emotion detection and find out consumer opinions or sentiments towards the Bye #RambutCapek Hello #RambutKeCharged Pantene advertising campaign. After grouping into each emotion class, topic modeling is done to see the top topics.*

*The stages carried out in the study consist of dataset collection, data pre-processing, stages of training and model testing and model creation with Indo RoBERTa deep learning to see the accuracy of emotion detection. The results of the consumer emotion detection test in comments had an accuracy of 64% where the dominant emotions were positive 'Joy' and 'Surprise' as much as 51%. Sentiment analysis found 53% positive, 42% negative sentiment comments and 5% neutral. In the end, IndoBERT plays a role in maximizing the performance of the consumer emotion detection model.*

*This study identified that Pantene Bye's experiential advertising marketing campaign #RambutCapek Hello #RambutKeCharged indicated to have a high positive reaction judging from consumer comments. This can be used as business insights by companies to be able to reconsider similar experiential marketing campaigns in the future. The use of the detection of consumer emotions from advertising comments on YouTube can be used as a foundation in applying data-driven marketing to increase engagement on the company's products.*

**Keywords:** *emotion detection, experiential marketing, Indo RoBERTa, text mining, YouTube*